Serial No. 09/963,320 ....Page 4

REMARKS

Claims 1 - 11 are presently pending. In the above-identified Office Action, Claims 1 – 10 were rejected under 35 U.S.C. § 102(b) as being anticipated by Herz ('195). Claim 11 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Herz in view of Lefkowitz (U.S. Patent Application No. 2001/0037250).

By this Paper, Applicant has amended Claims 1 and 7 and canceled Claims 8 – 11. For the reasons set forth more fully below, Applicant respectfully submits that the subject Application properly presents claims patentable over the prior art. Accordingly, reconsideration, allowance and passage to issue are requested.

The subject Application addresses the need in the art for a system or method for customizing search results based on the source of a search request. The inventive system routes the request to an appropriate database based on the source of the request. The invention is set forth in Claims of varying scope of which Claim 7 is illustrative. Claim 7 recites:

> 7. A selective information retrieval system disposed at least in part in a computer system, said information retrieval system comprising:
> first means for receiving an information retrieval request from a first source;
> second means for retrieving said information retrieval request from a second source; and
> third means for retrieving information from a first database for **said first source in response to said request** and for retrieving information from a second database for **said second source in response to said request.** (Emphasis added.)

None of the references, taken alone or in combination, teach, disclose or suggest the invention as presently claimed. That is, none of the references teach, disclose or suggest a system or method for detecting the source of an information request and for routing the request to a database based on the source detected.

In the above-identified Office Action, the Examiner once again cited Herz and suggested that this reference anticipates the invention of Claims 1 – 10. However,

Serial No. 09/963,320 ....Page 5

nothing in the reference teaches a system or method for detecting the source of an information request and for routing the request to a database based on the source detected. In this connection, Claims 1 and 7 have been amended to highlight the fact that for a given request, the information retrieved is dependent on the source or the request.

Clearly, none of the references, taken alone or in combination, teach, disclose or suggest a system or method for retrieving different information with respect to a given search request depending on the source of the request.

Accordingly, reconsideration, allowance and passage to issue are respectfully requested.

Respectfully submitted,
Travis J. Parry

By_____
William J. Benman
Attorney for Applicant
Registration No. 29,014

WJB/lc

Benman, Brown & Williams
2049 Century Park East
Suite 2740
Los Angeles, CA 90067

310-553-2400
310-553-2675 (fax)